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AN INVESTIGATION OF THE ROLE OF FOOD TOURISM IN PROMOTING CHINESE REGIONS

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Appendix 2.1 Identification of the research focuses in food tourism

Year	Author	Title	Methodology
The importance of food tourism in regional identity and development			
1998	Bessière	Local development and heritage: traditional food and cuisine as tourist attractions in rural areas	Qualitative
2003	Boniface	Tasting tourism: Travelling for food and drink.	Qualitative
2005	Harrington	Defining gastronomic identity	Qualitative
2007	Fox	Reinventing the gastronomic identity of Croatian tourist destinations	Qualitative
2008	Everett and Aitchison	The role of food tourism in sustaining regional identity: A case study of Cornwall, South West England	Qualitative
2009	Henderson	Food tourism reviewed	Qualitative
2009	Green and Dougherty	Localizing linkages for food and tourism: culinary tourism as a community development strategy	Qualitative
2011	Lin, Pearson and Cai	Food as a form of destination identity: A tourism destination brand perspective	Qualitative
2011	Lee and Arcodia	The role of regional food festivals for destination branding	Qualitative
Tourist's food consumption and food experience			
2004	Quan and Wang	Towards a structural model of the tourist experience: An illustration from food experiences in tourism	Qualitative
2004	Cohen and Avieli	Food in tourism - Attraction and impediment	Qualitative
2006	Kivela and Crotts	Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination	Quantitative
2008	Correia et al.	The determinants of gastronomic tourists' satisfaction: a second-order factor analysis	Quantitative
2009	Kivela and Crotts	Understanding travellers' experiences of gastronomy through etymology and narration.	Qualitative
2009	Kim, Eves and Scarles	Building a model of local food consumption on trips and holidays: A grounded theory approach	Qualitative
2010	Chang, Kivela and Mak	Food preferences of Chinese tourists	Qualitative

2011	Chang, Kivela and Mak	Attributes that influence the evaluation of travel dining experience: When East meets West	Qualitative
2010	Kim, Goh and Yuan	Development of a multi-dimensional scale for measuring food tourist motivations	Quantitative
2010	Kim, Suh and Eves	The relationships between food-related personality traits, satisfaction, and loyalty among visitors attending food events and festivals	Quantitative
2010	Ryu and Han	Tourists' behavioural intention to try the local cuisine	Quantitative
2011	Kim, Kim and Goh	An examination of food tourist's behaviour: Using the modified theory of reasoned action.	Quantitative
2012	Kim and Eves	Construction and validation of a scale to measure tourist motivation to consume local food	Quantitative
2012	Mak, Lumbers, Eves and Chang	Factors influencing tourist food consumption	Qualitative
2013	Kim, Eves and Scarles	Empirical verification of a conceptual model of local food consumption at a tourist destination	Quantitative
2013	Chi, Chua, Othma and Ab Karim	Investigating the structural relationships between food image, food satisfaction, culinary quality, and behavioural intentions: The case of Malaysia	Quantitative
2013	Mkono, Markwell, and Wilson,	Applying Quan and Wang's structural model of the tourist experience: A Zimbabwean netnography of food tourism	Qualitative
2014	Björk and Kauppinen-Räisänen	Exploring the multi-dimensionality of travellers' culinary-gastronomic experiences	Quantitative
2014	Seo, Yun and Kim	Destination food image and intention to eat destination foods: a view from Korea	Quantitative
Marketing of food tourism			
2003	Boyne, Hall and Williams	Policy, support and promotion for food-related tourism initiatives	Qualitative
2003	Frochot	An analysis of regional positioning and its associated food images in French tourism regional brochures	Qualitative
2003	du Rand, Health and Alberts	The role of local and regional food in destination marketing	Qualitative
2006	du Rand and Health	Towards a framework for food tourism as an element of destination marketing	Qualitative

2006	Hashimoto and Telfer	Selling Canadian culinary tourism: branding the global and the regional product	Qualitative
2007	Okumus, Okumus and McKercher	Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey	Qualitative
2008	McKercher, Okumus and Okumus	Food tourism as a viable market segment: It's all how you cook the numbers!	Quantitative
2009	Kim, Yuan, Goh and Antun	Web marketing in food tourism: A content analysis of web sites in West Texas	Quantitative and Qualitative
2010	Harrington and Ottenbacher	Culinary tourism—A case study of the gastronomic capital	Qualitative
2010	Horng and Tsai	Government websites for promoting East Asian culinary tourism: A cross-national analysis	Qualitative
2010	Ab Karim and Chi	Culinary tourism as a destination attraction: An empirical examination of destinations' food image	Qualitative
2011	Lin, Pearson and Cai	Food as a form of destination identity: A tourism destination brand perspective.	Qualitative
2012	Horng and Tsai	Constructing indicators of culinary tourism strategy: An application of resource-based theory	Qualitative
2012	Horng and Tsai	Culinary tourism strategic development: an Asia Pacific perspective	Qualitative
2012	Horng and Tsai	Exploring marketing strategies for culinary tourism in Hong Kong and Singapore	Qualitative
2012	Sánchez-Cañizares and López-Guzmán	Gastronomy as a tourism resource: profile of the culinary tourist	Quantitative
2012	López-Guzmán and Sánchez-Cañizares	Culinary tourism in Córdoba (Spain)	Quantitative
2012	Beer, Ottenbacher and Harrington	Food tourism implementation in the Black Forest destination	Quantitative
2013	Silkes, Cai, and Lehto	Marketing to the culinary tourists (food experience at festivals as culinary tourism)	Qualitative
2013	Okumus, Kock, Scantlebury and Bendegul	Using local cuisines when promoting small Caribbean island destinations	Qualitative

Appendix 3.1 Historical Development of Chinese food culture

Time Period	Dynasty		Location	Main/ new food	Keystones
2,100 B.C.-221 B.C.	Pre-Qin	Yanhuang	/	Cereals, pig, lamb, fish, cabbage, mustard greens , oilseed rap, peach, plum and pear	Salt and oil appeared. People know how to 'tune' the dish. It made people officially enter the cooking times.
		Yao-Shun-Yu	/	Beef and lamb; vegetarian came out; soup became popular	Spirits as drink came out
		Xia-Shang-Zhou	Below Mongolia, to the east of Congling and to the north of Guangdong.	Beef, lamb, pig, rabbit, venison, radish, melon, apricot, orange, and plum	Sauce, vinegar, sugar and beverages came out. Two meals a day
		Spring and Autumn Period and the Warring States	Below Mongolia, to the east of Congling and to the north of Guangdong.	Cereals, vegetables, and seafood	South and the North food schools came into being. Emphasised the eating etiquette and food hygiene. Culinary books came out.
221B.C-220 A.D	Qin & Han		Below Mongolia, to the east of Congling and to the north of Guangdong.	Noodle and different kind of pancakes. Lamb	Three meals a day replace the two meals system. 'Lu, Chuan, Yue', three different cuisines formed
220-589	Three Kingdoms, Jin, Southern and Northern Dynasties		Below Mongolia, to the east of Congling and to the north of Guangdong.	Southern: fish and rice Northern: meat and wheat	Stir-fried dishes are popular. Cuisine 'Su' began to appear.

Time Period	Dynasty	Location	Main/ new food	Keystones
589-907	Sui and Tang Dynasties	Sui: east to the sea; south to the South Sea; west to east coast of Tarim River; north to the Great Wall.	Pancakes, rice, lamb, pig, chicken, duck, goose, and seafood. Vegetables and fruit	Wide communication of food between China and abroad. First important food therapeutic monograph published.
960-1279	Song Dynasty	To the south of Yangtze River and to the east of Tibet.	A variety of venison. Increase of vegetables	Zhe and Hui, two major cuisines gradually came into being.
1279-1368	Yuan Dynasty	East to the sea; South to the South Sea Islands; northeast to the Bering Strait; west to the E'bi River; north to the Arctic Ocean.	Rice, vegetables and fruits. Lamb and pig. Different kinds of wheaten food	Wine was popular all over the country.
1368-1644	Ming Dynasty	East to the sea; south to the South Sea Islands; west to Kashmir; and north to the Great Wall.	Corn and sweet potato Goose	Eight major schools of cuisines gradually formed.
1644-1912	Qing Dynasty	Include mainland as well as Manchuria, Inner Mongolia, Outer Mongolia, Xinjiang and Tibet.	Beer, biscuit, coffee, soda, gum and potato	A full and formal banquet, combining Manchurian and Chinese delicacies appeared. Beijing cuisine and Shanghai cuisine were becoming popular. Much western food was brought to China.
1921-1949	The Period of the Republic of China	Include twenty-two provinces, Inner and Outer Mongolia, Tibet, Qinghai.	Sandwich, Coca-Cola, cocktails, chocolate, burgers	A further increase of the exotic food products, influencing Chinese cuisine

Appendix 5.1 Survey Questionnaire (First Draft)
An investigation of the role of food tourism in promoting Chinese regions

Dear Sir/Madame,

　　　　I am a research student at the School of Tourism and Hospitality, Plymouth University in the UK. I am currently doing my research on investigating the role of food tourism in promoting Chinese regions tourists' perspective. I would be grateful if you could kindly spare 10 minutes of your valuable time in answering the next few questions. Your answers will be treated anonymously and confidentially. All your information will be used only for academic and research purpose.

Thank you very much for your sincere help!

Screening Questions:

1. Are you a domestic tourist in this destination?
2. Have you experienced the destination food during this trip?

Section 1- Preferences of Chinese regional food

1**.** Please indicate your likelihood of visiting the following provinces due to their association with food. (1 means not likely, 7 means very likely)

	1	2	3	4	5	6	7
Shandong							
Sichuan							
Guangdong							
Fujian							
Jiangsu							
Zhejiang							
Hunan							
Anhui							
Hubei							
Yunnan							
Shanxi							
Jilin							
Inner Mongolia							
Xinjiang							
Xizang							

2. Please choose your three favourite Chinese cities in association with food.

Beijing		Shenyang	
Tianjin		Changchun	
Shanghai		Ha'er bin	
Chongqing		Hohhot	
Jinan		Urumchi	
Chengdu		Shijia zhuang	
Guangzhou		Taiyuan	
Xiamen		Zhengzhou	
Nanjing		Yinchuan	
Hangzhou		Lanzhou	
Changsha		Xining	
Hefei		Kunming	
Wuhan		Guilin	
Guiyang		Haikou	
Xi'an		Lhasa	
Nanchang			

3. From your perspective, apart from the cities mentioned, are there any other destinations you think have appeal as a food attraction?

☐ Yes_____   ☐ No   ☐ Don't know

Section 2- Food-related Motivation

4. Please indicate your agreement on the following statements regarding the role of food in affecting your motivation to visit Chinese destination (1 means strongly disagree, 7 means strongly agree).

	1	2	3	4	5	6	7
Food plays an important role in my destination choice.							
Prior to my trip, I planned food choices to experience local culture.							
I decided on destinations to visit only based on the foods I wanted to experience.							
I usually do some research about the local food or restaurants prior to my trip.							
Prior to my trip, one of the things I anticipate is eating the food there.							
I like trying different styles or types of food during travel.							

Section 3-Information Search

5. Please indicate your rating of the importance of the listed information sources
   (1 means not important at all, 7 means very important)

	1	2	3	4	5	6	7
Overall importance of information sources							
Newspaper/magazines ads							
Brochures							
TV, Radio commercials							
Internet advertising							
Travel agency ads							
Outdoor media ads							
Newspaper/magazines news							
TV/Radio programs							
Websites information/travel news							
Social media (forums, blogs, twitter)							
Friends or families recommendation							
Word of mouth from other tourists							
Past experience or general knowledge							

Section 4- Food Involvement

6. To you, tasting local food and getting involved with food-related activities, such as visiting restaurants with good ratings; reading articles or watching TV shows about local cuisine; visiting food festivals; and buying locally produced food products are….
Please indicate your rating based on your agreement with the following statements
(1 means strongly disagree, 7 means strongly agree).

	1	2	3	4	5	6	7	
Are not desirable								Are desirable
Are not interesting								Are interesting
Are not appealing								Are appealing
Are not stimulating								Are stimulating
Are not wanted								Are wanted
Are not valuable								Are valuable
Are not exciting								Are exciting
Do not mean a lot								Mean a lot

Section 5-Food Satisfaction

7. Please rate your agreement with the following statements based on your satisfaction of your overall food experience (1 means strongly disagree, 7 means strongly agree).

	1	2	3	4	5	6	7
The food experience gave me high satisfaction.							
My choice to taste the local cuisine was a wise one.							
The food experience gave me a sense of joy.							
The food experienced met my expectations.							
The food experienced exceeded my expectation.							

Section 6- Food-related intentions

8. Please rate your agreement with the following statements regarding your post-travel behaviours related to food tourism (1 means strongly disagree, 7 means strongly agree).

	1	2	3	4	5	6	7
I will buy local food products as souvenirs when I finish my travel.							
When I go back, I will try to buy the local food souvenirs online.							
I will share my food tourism experience with my friends/families.							
I will share my food tourism experience on the internet (Weibo,forum, blog)							
I would like to try to cook the nice food I had during my travel when go back.							
I would like to know more about the food knowledge and culture.							

Section 7-Destination Loyalty

9. Please rate your agreement with the following statements describing your destination loyalty (1 means strongly disagree, 7 means strongly agree).

	1	2	3	4	5	6	7
I would like to recommend the destination to others.							
I will spread positive word of mouth about the destination.							
I will visit the destination again.							

Section 8-Basic Information

10. Gender: A. Male   B. Female

11. Your age：_____

12. Your education level:
 A. Junior School or Below   B. Senior School
 C. Bachelor   D. Master or Above

Thank you very much for your time!

Appendix 5.2. 探索美食旅游在中国旅游地推广中的作用的调查问卷

尊敬的先生/女士：

您好！ 我是一名在英国普利茅斯大学旅游酒店管理学院就读的博士生，现在正在为了我的研究课题'探索美食旅游在中国旅游地推广中的作用'进行问卷调查。希望现在能占用您宝贵的十分钟，帮我完成下面的问卷。我们保证您的回答将是匿名和保密的，所有的信息只会用于学术研究。

再次感谢您的帮助！

筛选问题：

1.请问您是否是来此目的地旅游的国内旅游者？

2. 请问您在本次旅游中有品尝过当地的美食吗？

板块 1-对国内不同区域美食的喜好

1. 就美食而言，请您依次评价您对以下省份的喜爱。(1 表示完全不喜欢, 7 表示非常喜欢).

	1	2	3	4	5	6	7
山东							
四川							
广东							
福建							
江苏							
浙江							
湖南							
安徽							
湖北							
云南							
陕西							
吉林							
内蒙古							
新疆							
西藏							

2.就美食而言，请您选出你最喜欢的三个城市。

北京		沈阳	
天津		长春	
上海		哈尔滨	
重庆		呼和浩特	
济南		乌鲁木齐	
成都		石家庄	
广州		太原	
厦门		郑州	
南京		银川	
杭州		兰州	
长沙		西宁	
合肥		昆明	
武汉		桂林	
贵阳		海口	
西安		拉萨	
南昌			

3. 在您看来，除了以上提到的城市，您觉得中国的哪个城市对您最具有美食吸引力？

☐ 有_____ ☐ 没有 ☐ 不知道

板块 2. 与美食相关的旅游动机

4.以下陈述描述了美食在您选择该旅游目的地旅游所起的影响，请您根据自己的评价，对下列陈述进行打分（1 表示非常不同意,7 表示非常同意）.

	1	2	3	4	5	6	7
美食在我选择目的地旅游时扮演着重要的角色。							
在我的旅行前,我会为了体验当地的文化而计划我在行程中的食物选择。							
我会根据自己想去品尝的食物来决定出游目的地。							
我一般会在旅行前对当地的美食或者餐馆做一些搜索研究。							
在我的旅行前,我最期待的其中一件事情就是去品尝那里的食物。							
我喜欢在旅行中尝试不同种类,样式的食物。							

板块 3. 旅游信息搜索行为

5. .以下所列出的不同的信息来源可能会影响您的旅游行为，请您依据自己的情况，对下列不同信息的影响力的重要性进行评价（1 表示完全不重要，7 表示非常重要）

	1	2	3	4	5	6	7
所有信息来源的总体重要性							
报纸/杂志广告							
宣传册							
电视，广播广告							
网络广告							
旅行社广告							
户外媒体广告，如灯箱等							
印刷媒体上得专栏或旅行新闻							
电视,广播节目或新闻							
网络资讯或新闻							
社交平台（论坛，博客，微博）							
朋友或者家人的推荐							
其他旅游者的推荐							
过去的旅游经历或者总体了解							

板块 4-美食涉入性

6.请您根据自己的赞同程度，对以下陈述进行打分。

对你而言，品尝当地美食或者是参与当地美食的相关活动（比如去一些评价好的餐馆，观看与当地美食相关的杂志，电视节目;参与当地美食节，购买当地的美食产品…）

不喜欢的	1	2	3	4	5	6	7	喜欢的
没兴趣	1	2	3	4	5	6	7	有兴趣
没有吸引力的	1	2	3	4	5	6	7	有吸引力的
不能刺激我的	1	2	3	4	5	6	7	能刺激我的
不是我想要的	1	2	3	4	5	6	7	是我想要的
没有价值	1	2	3	4	5	6	7	有价值的
不能让我兴奋的	1	2	3	4	5	6	7	能让我兴奋的
没有意义的	1	2	3	4	5	6	7	又意义的

板块 5 对当地美食的满意度

7.请依据您对当地美食满意程度评价，对下列陈述依据您的赞同程度进行打分。
（1 表示非常不赞同，7 表示非常赞同）

	1	2	3	4	5	6	7
当地的美食体验给我了我满足感。							
品尝当地的美食是一个明智的选择。							
当地的美食体验给了我一种愉悦感。							
当地的美食体验达到了我预想。							
当地的美食体验超出了我的预想，给了我惊喜。							

板块 6 旅游结束后涉及的美食活动

8.请对下列陈述依次指出您的赞同程度。（1 表示非常不赞同，7 表示非常赞同）

	1	2	3	4	5	6	7
我会购买当地的美食特产作为纪念品带回家。							
回家以后，我会尝试从网上购买当地好吃的美食特产。							
我会和朋友/家人分享我的旅游美食体验							
我会在网络上和其他人分享我的旅游美食体验。（微博，论坛，博客等）							
我愿意回家尝试烹饪我在这次旅行中品尝过的美食。							
我愿意更多的了解有关当地的美食知识和文化。							

板块 7 旅游目的地忠诚度

9.请依据您对该旅游地的忠诚度，依据您的赞同程度，对下列陈述进行打分。
（1 表示非常不赞同，7 表示非常赞同）

	1	2	3	4	5	6	7
我会推荐别人去这个旅游地旅游							
我会对该旅游地进行正面的宣传							
我会再来该旅游地							

板块 8　基本信息

10.性别：　A.男　　　　　　　　　　B.女

11. 请问您的年龄是:_____

12.教育程度：

A.初中及初中以下　　　　　　　　　B.高中

C.本科　　　　　　　　　　　　　　D.硕士及以上

Appendix 5.3. Survey Questionnaire (Pilot Study & Main Survey)

An investigation of the role of food tourism in promoting Chinese regions

Dear Sir/Madame,

      I am a research student at the School of Tourism and Hospitality, Plymouth University in the UK. I am currently doing my research on investigating the role of food tourism in promoting Chinese regions tourists' perspective. I would be grateful if you could kindly spare 10 minutes of your valuable time in answering the next few questions. Your answers will be treated anonymously and confidentially. All your information will be used only for academic and research purpose.
Thank you very much for your sincere help!

Screening Question:
1. Are you a domestic tourist in this destination?
2. Have you experienced the destination food during this trip?

Section 1- Preferences of Chinese regional food

1.Please indicate your likelihood of visiting the following provinces due to their association with food. (1 means not likely, 7 means very likely)

	1	2	3	4	5	6	7
Shandong	○	○	○	○	○	○	○
Sichuan	○	○	○	○	○	○	○
Guangdong	○	○	○	○	○	○	○
Fujian	○	○	○	○	○	○	○
Jiangsu	○	○	○	○	○	○	○
Zhejiang	○	○	○	○	○	○	○
Hunan	○	○	○	○	○	○	○
Anhui	○	○	○	○	○	○	○
Hubei	○	○	○	○	○	○	○
Yunnan	○	○	○	○	○	○	○
Shanxi	○	○	○	○	○	○	○
Jilin	○	○	○	○	○	○	○
Inner Mongolia	○	○	○	○	○	○	○
Xinjiang	○	○	○	○	○	○	○
Xizang	○	○	○	○	○	○	○

2. Please choose your three favourite Chinese cities in association with food.

North east	Ha'er bin	○	East	Qingdao	○	South west	Chongqing	○
	Changchun	○		Nanjing	○		Chengdu	○
	Shenyang	○		Hefei	○		Guiyang	○
North	Beijing	○		Shanghai	○		Kunming	○
	Tianjing	○		Hangzhou	○		Lhasa	○
	Shijia	○		Nanchang	○	North west	Urumchi	○
	Taiyuan	○		Xiamen	○		Lanzhou	○
	Hohhot	○	South	Guangzho	○		Yinchuan	○
Middle	Zhengzhou	○		Guilin	○		Xining	○
	Wuhan	○		Haikou	○		Xi'an	○
	Changsha	○						

3. From your perspective, apart from the cities mentioned, are there any other destination do you think would have the greatest appeal as a food attraction?

○Yes_____   ○No   ○ Don't   Know

Section 2-Food-related Motivation

4. Please indicate the overall role of food in affecting your motivation for travel in Chinese regions (1 means strongly disagree, 7 means strongly agree).

	1	**2**	**3**	**4**	**5**	**6**	**7**
Food plays an important role in my destination choice.	○	○	○	○	○	○	○
Prior to my trip, I planned food choices to experience local culture.	○	○	○	○	○	○	○
I decided on destinations to visit only based on the foods I wanted to experience.	○	○	○	○	○	○	○
I usually do some research about the local food or restaurants prior to my trip.	○	○	○	○	○	○	○
Prior to my trip, one of the things I anticipate is eating the food there.	○	○	○	○	○	○	○
I like trying different styles or types of food during travel.	○	○	○	○	○	○	○

Section 3-Information Search

5. Please indicate your rating of the importance of the listed information sources (1

	1	2	3	4	5	6	7
Overall importance of information sources	○	○	○	○	○	○	○
Newspaper/magazines ads	○	○	○	○	○	○	○
Brochures	○	○	○	○	○	○	○
TV, Radio ads	○	○	○	○	○	○	○
Internet advertising	○	○	○	○	○	○	○
Travel agency ads	○	○	○	○	○	○	○
Outdoor media ads	○	○	○	○	○	○	○
Newspaper/magazines news	○	○	○	○	○	○	○
TV, Radio news/programs	○	○	○	○	○	○	○
Websites information/travel news	○	○	○	○	○	○	○
Social media (forums, blogs, twitter)	○	○	○	○	○	○	○
Friends or families recommendation	○	○	○	○	○	○	○
Word of mouth from other tourists	○	○	○	○	○	○	○
Past experience/general knowledge	○	○	○	○	○	○	○

means not important, 7 means very important)

Section 4- Involvement of local food

6.Please indicate your rating with the following statements. To you, tasting local food and getting involved with food-related activities, such as visiting good-rated restaurants; reading articles or watching TV shows about local cuisine; and buying locally produced food products are…. (1 means strongly disagree, 7 means strongly agree)

	1	2	3	4	5	6	7	
Are not interesting	○	○	○	○	○	○	○	Are interesting
Are not appealing	○	○	○	○	○	○	○	Are appealing
Are not valuable	○	○	○	○	○	○	○	Are valuable
Are not exciting	○	○	○	○	○	○	○	Are exciting
Are not stimulating	○	○	○	○	○	○	○	Are stimulating
Are not desirable	○	○	○	○	○	○	○	Are desirable
Are not wanted	○	○	○	○	○	○	○	Are wanted
Do not mean a lot	○	○	○	○	○	○	○	Mean a lot

Section 5-Food Satisfaction

7. Please rate your agreement with the following statements based on your satisfaction of your overall food experience (1 means strongly disagree, 7 means strongly agree).

	1	2	3	4	5	6	7
The food experience gave me high satisfaction.	○	○	○	○	○	○	○
My choice to taste the local cuisine was a wise one.	○	○	○	○	○	○	○
The food experience gave me a sense of joy.	○	○	○	○	○	○	○
The food experienced met my expectations.	○	○	○	○	○	○	○
The food experienced exceeded my expectation.	○	○	○	○	○	○	○

Section 6- Food-related intentions

8. Please rate your agreement with the following statements regarding your post-travel behaviours related to food tourism (1 means strongly disagree, 7 means strongly agree).

	1	2	3	4	5	6	7
I will buy local food products as souvenirs when I finish my travel.	○	○	○	○	○	○	○
When I go back, I will try to buy the local food souvenirs online.	○	○	○	○	○	○	○
I will share my food tourism experience with my friends/families.	○	○	○	○	○	○	○
I will share my food tourism experience on the internet(Weibo, forum, blog)	○	○	○	○	○	○	○
I would like to try to cook the nice food I had during my travel when go back.	○	○	○	○	○	○	○
I would like to know more about the food knowledge and culture.	○	○	○	○	○	○	○

Section 7-Destination Loyalty

9. Please rate your agreement with the following statements describing your destination loyalty (1 means strongly disagree, 7 means strongly agree).

	1	2	3	4	5	6	7
I would like to recommend the destination to others.	o	o	o	o	o	o	o
I will spread positive word of mouth about the destination.	o	o	o	o	o	o	o
I will visit the destination again.	o	o	o	o	o	o	o

Section 8- Basic Information

10. Gender: A. Male   B. Female

11. Your age: A. below 26   B. 26-35   C.36-45
                          D. 46-55   E.56-65   F. Above 65

12. Your education level:

A. Junior school or below   B. High School
C. College/University-diploma/degree   D. Postgraduate degree

Thank you very much for your time.

Appendix 5.4. 探索美食旅游在中国旅游地推广中的作用的调查问卷

尊敬的先生/女士：

您好！ 我是一名在英国普利茅斯大学旅游酒店管理学院就读的博士生，现在正在为了我的研究课题'探索美食旅游在中国旅游地推广中的作用'进行问卷调查。希望现在能占用您宝贵的十分钟，帮我完成下面的问卷。我们保证您的回答将是匿名和保密的，所有的信息只会用于学术研究。

再次感谢您的帮助！

筛选问题：

1.请问您是否是来此目的地旅游的国内旅游者？

2.请问您在本次旅游中有品尝过当地的美食吗？

1. 就美食来说，请您依次指出您会去下列省份旅游的可能性。

	完全不可能	不可能	不太可能	中立	有点可能	可能	很大可能
山东	○	○	○	○	○	○	○
四川	○	○	○	○	○	○	○
广东	○	○	○	○	○	○	○
福建	○	○	○	○	○	○	○
江苏	○	○	○	○	○	○	○
浙江	○	○	○	○	○	○	○
湖南	○	○	○	○	○	○	○
安徽	○	○	○	○	○	○	○
湖北	○	○	○	○	○	○	○
云南	○	○	○	○	○	○	○
陕西	○	○	○	○	○	○	○
吉林	○	○	○	○	○	○	○
内蒙古	○	○	○	○	○	○	○
新疆	○	○	○	○	○	○	○
西藏	○	○	○	○	○	○	○

2.就美食而言，请您从下列城市中选出你最喜欢的三个城市。

东北地区	哈尔滨 1	○		12 青岛	○	西南地区	22 重庆	○
	长春 2	○		13 南京	○		23 成都	○
	沈阳 3	○	华东地区	14 合肥	○		24 贵阳	○
华北地区	北京 4	○		15 上海	○		25 昆明	○
	天津 5	○		16 杭州	○		26 拉萨	○
	石家庄 6	○		17 南昌	○		27 乌鲁木	○
	太原 7	○		18 厦门	○	西北地区	28 兰州	○
	8 呼和浩	○	华南地区	19 广州	○		29 银川	○
华中地区	9 郑州	○		20 桂林	○		30 西宁	○
	10 武汉	○		21 海口	○		31 西安	○
	11 长沙	○						

3. 在您看来，除了以上提到的城市，您觉得中国的哪个城市对您最具有美食吸力？
○有_____   ○没有   ○不知道

4.旅行前---以下陈述描述了美食在您选择该旅游目的地旅游所起的影响，请您根据自己的赞同程度，对下列陈述进行打分（1 表示极不赞同,7 表示非常赞同）

	极不赞同	不赞同	不太赞同	中立	有点赞同	赞同	非常赞同
美食在我选择目的地旅游时扮演着重要的角色。	○	○	○	○	○	○	○
在我的旅行前，我会提前计划好去品尝当地的美食来更好的体验当地的文化	○	○	○	○	○	○	○
我会根据自己想去品尝的食物来决定出游目的地。	○	○	○	○	○	○	○
我一般会在旅行前对当地的美食或者餐馆做一些搜索研究。	○	○	○	○	○	○	○
在我的旅行前，我最期待的其中一件事情就是去品尝那里的食物。	○	○	○	○	○	○	○
我喜欢在旅行中尝试不同种类，样式的食物。	○	○	○	○	○	○	○

5.以下所列出的不同的信息来源可能会影响您的旅游行为，请您依据自己的情况，对下列不同信息的影响力的重要性进行评价（1 表示完全不重要，7 表示非常重要）

	完全没影响	没影响	没太多影响	中立	有点影响	有影响	影响非常大
总体重要性	○	○	○	○	○	○	○
报纸/杂志广告	○	○	○	○	○	○	○
旅游宣传册	○	○	○	○	○	○	○
电视/电台广告	○	○	○	○	○	○	○
网络广告	○	○	○	○	○	○	○
旅行社的宣传广告	○	○	○	○	○	○	○
户外媒体广告，如灯箱等	○	○	○	○	○	○	○
报纸/杂志的旅游专栏，新闻	○	○	○	○	○	○	○
电视/广播节目或新闻	○	○	○	○	○	○	○
网上的旅游攻略，新闻资讯	○	○	○	○	○	○	○
社交平台资讯（微信/微博）	○	○	○	○	○	○	○
朋友或者家人的推荐	○	○	○	○	○	○	○
其他旅游者的推荐	○	○	○	○	○	○	○
过去的旅游经验	○	○	○	○	○	○	○

6. 旅行中—以下陈述描述了当地美食或者参与相关美食活动在您旅游过程中的重要性。请您根据自己的赞同程度，对以下陈述进行打分（1 表示极不赞同,7 表示非常赞同）

		极不赞同	不赞同	不太赞同	中立	有点赞同	赞同	非常赞同
对您来说：品尝当地美食或参与当地美食的相关活动(如参加美食节;观看美食杂志，美食电视节目;购买当地的美食产品)	是很有趣的事情	○	○	○	○	○	○	○
	是很有吸引力的	○	○	○	○	○	○	○
	是宝贵的经历	○	○	○	○	○	○	○
	是令人兴奋的	○	○	○	○	○	○	○
	是能激发自己的	○	○	○	○	○	○	○
	是自己喜欢的	○	○	○	○	○	○	○
	是自己想要的	○	○	○	○	○	○	○
	是很有意义的	○	○	○	○	○	○	○

7. 旅行结束时—对当地美食的满意程度，请对下列陈述依次指出您的赞同程度
（1 表示极不赞同,7 表示非常赞同）

	极不赞同	不赞同	不太赞同	中立	有点赞同	赞同	非常赞同
当地的美食体验给我了我满足感。	○	○	○	○	○	○	○
品尝当地的美食是一个明智的选择。	○	○	○	○	○	○	○
当地的美食体验给了我一种愉悦感。	○	○	○	○	○	○	○
当地的美食体验达到了我预想。	○	○	○	○	○	○	○
当地的美食体验超出了我的预想，给了我惊喜	○	○	○	○	○	○	○

8. 旅游结束时---可能涉及的美食活动，请对下列陈述依次指出您的赞同程度
（1 表示极不赞同,7 表示非常赞同）

	极不赞同	不赞同	不太赞同	中立	有点赞同	赞同	非常赞同
我会购买当地的美食特产作为纪念品带回家。	○	○	○	○	○	○	○
回家以后,我会尝试从网上购买当地好吃的美食特产。	○	○	○	○	○	○	○
我会和朋友/家人分享我的旅游美食体验	○	○	○	○	○	○	○
我会在网络上和其他人分享我的旅游美食体验。（微博，论坛，博客等）	○	○	○	○	○	○	○
我愿意回家尝试烹饪我在这次旅行中品尝过的美食。	○	○	○	○	○	○	○
我愿意更多的了解有关当地的美食知识和文化。	○	○	○	○	○	○	○

9.旅行结束时--旅游目的地忠诚度， 请对下列陈述依次指出您的赞同程度（1 表示极不赞同,7 表示非常赞同）

	极不赞同	不赞同	不太赞同	中立	有点赞同	赞同	非常赞同
我会推荐别人来此地旅游。	○	○	○	○	○	○	○
我会对来此地旅游进行正面的宣传	○	○	○	○	○	○	○
我会再来此地旅游。	○	○	○	○	○	○	○

基本信息：
10.性别:A.男　　　B.女

11.年龄:A．小于 26　　　B. 26-35 岁　　　C.36-45 岁
　　　　D. 46-55 岁　　　E.56-65 岁　　　F. 大于 65

12.教育程度：　A.初中及初中以下　　　B.高中
　　　　　　　C.大专、大学　　　　　　D.研究生及以上

Construct 1: Food-related motivation

Table 5.9.1 below shows the corrected item-total correlations for the Food-related Motivation construct. The correlations for the construct's items range from 0.587 to 0.778, indicating no item is redundant.

Table 5.9.1 Food-related motivation (MOT) Construct Item-Total Statistics

Reflective,6 items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MOT1=Food plays an important role in my destination choice.	.770	.852
MOT2=Prior to my trip, I planned food choices to experience local culture.	.763	.855
MOT3=I decided on destinations to visit only based on the foods I wanted to experience.	.703	.863
MOT4=I usually do some research about the local food or restaurants prior to my trip.	.587	.883
MOT5=Prior to my trip, one of the things I anticipate is eating the food there.	.778	.850
MOT6=I like trying different styles or types of food during travel.	.591	.880

Table 5.9.2 Food-related motivation Construct Reliability Statistics

Cronbach's Alpha	Item Means	N of Items
.884	5.122	6

As seen from the Table 5.9.2 above, it is detected that the Cronbach's alpha for the Food-related Motivation construct is 0.884. It is above the suggested threshold of 0.7, which confirms the construct has sufficient reliability.

Construct 2: Information Search Construct

Table 5.9.3 below shows the corrected item-total correlations for the Information Search construct. The correlations for the construct's 12 items range from 0.507 to 0.706, which all exceed 0.30, indicating no item needs to be removed.

Table 5.9.3 Information Search (IS) Construct Item-Total Statistics

Formative, 12 items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IS1=Newspaper/Magazine AD	.616	.898
IS2=Tourist Brochure	.636	.897
IS3=TV/Radio AD	.706	.894
IS4=Internet AD	.696	.895
IS5=Travel Agency AD	.612	.899
IS6=Outdoor AD	.669	.896
IS7=Newspaper/Magazine News	.637	.897
IS8=TV/Radio News	.646	.897
IS9=Website News	.630	.898
IS10=Social Media Information	.639	.897
IS11=Friends/Family Recommendation	.519	.902
1S12=Other Tourists' Recommendation	.528	.902
IS13=Past experience	.507	.903

Table 5.9.4 Information Search Construct Reliability Statistics

Cronbach's Alpha	Item Means	N of Items
.905	4.24	13

It is viewed from Table 5.9.4 that the Cronbach's alpha for the Information Search construct is 0.905, which is above 0.7. Thus, it can be inferred that the Information Search construct employed in this study has sufficient reliability.

Construct 3: Food- Involvement

It is presented from Table 5.9.5 that the corrected item-total correlations for the items of the Food Involvement construct range from 0.620 to 0.792, indicating no item is redundant and has to be removed.

Table 5.9.5 Food Involvement (INVO) Construct Item-Total Statistics

Reflective,8 items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
INVO1= Interesting	.731	.897
INVO2= Appealing	.620	.906
INVO3= Valuable	.792	.892
INVO4= Exciting	.753	.896
INVO5= Stimulating	.741	.897
INVO6= Desirable	.720	.899
INVO7= Wanted	.641	.906
INVO8= Mean a lot	.694	.901

Table 5.9.6 Food Involvement Construct Reliability Statistics

Cronbach's Alpha	Item Means	N of Items
.911	5.341	8

Table 5.9.6 describes that the Cronbach's alpha for the Food Involvement construct is 0.911, which is above the suggested threshold of 0.7. It indicates that the construct has sufficient reliability.

Construct 4: Food Satisfaction

Table 5.9.7 below demonstrates that the corrected item-total correlations for the items of the Food Satisfaction construct range from 0.633 to 0.864. No item was found to be redundant.

Table 5.9.7 Food Satisfaction (SAT) Construct Item-Total Statistics

Reflective,5 items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SAT1= The food experience gave me high satisfaction.	.633	.888
SAT2= My choice to taste the local cuisine was a wise one.	.810	.853
SAT3= The food experience gave me a sense of joy.	.763	.861
SAT4= The food experienced met my expectations.	.864	.835
SAT5= The food experienced exceeded my expectation.	.636	.894

Table 5.9.8 Food Satisfaction Construct Reliability Statistics

Cronbach's Alpha	Item Means	N of Items
.891	5.471	5

It is reviewed from Table 5.9.8 above that the Cronbach's alpha for the Food Satisfaction construct is 0.891, which is above the suggested threshold of 0.7. It indicates that the construct has sufficient reliability.

Construct 5: Food-related behavioural intentions

It is illustrated from Table 5.9.9 that the corrected item-total correlations for the Food-related Behavioural Intentions construct's items range from 0.488 to 0.756, no item was found to be redundant.

Table 5.9.9 Food-related behavioural intentions (BEIN) Construct Item-Total Statistics

Reflective, 6 items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BEIN1 =I will buy local food products as souvenirs when I finish my travel.	.488	.809
BEIN2 =When I go back, I will try to buy the local food souvenirs online.	.685	.764
BEIN3=I will share my food tourism experience with my friends/families.	.756	.755
BEIN4=I will share my food tourism experience on the internet(Weibo,forum, blog)	.535	.797
BEIN5 =I would like to try to cook the nice food I had during my travel when go back home.	.504	.804
BEIN6 =I would like to know more about the food knowledge and culture.	.551	.793

Table 5.9.10 Food-related Behavioural intentions Construct Reliability Statistics

Cronbach's Alpha	Item Means	N of Items
.816	4.803	6

Table 5.9.10 above shows that the Cronbach's alpha for the Food-related Behavioural Intentions construct is 0.891, which is above the suggested threshold of 0.7. It indicates that the construct has sufficient reliability.

Construct 6: Destination Loyalty

Table 5.9.11 illustrates the corrected item-total correlations for the Destination Loyalty construct's items range from 0.650 to 0.737, no item was found to be redundant and has to be removed.

Table 5.9.11 Destination Loyalty (LOYA) Construct Item-Total Statistics

Reflective,3 items	Corrected Item-Total Correlation	Cronbach 's Alpha if Item Deleted
LOYA1=I would like to recommend the destination to others.	.706	.760
LOYA2=I will spread positive word of mouth about the destination.	.737	.724
LOYA3=I will visit the destination again.	.650	.823

Table 5.9.12 Destination Loyalty Construct Reliability Statistics

Cronbach's Alpha	Item Means	N of Items
.832	5.835	3

Table 5.9.12 presents that the Cronbach's alpha for the Destination Loyalty construct is 0.832, which is above the suggested threshold of 0.7. Thus, it can be inferred that the Destination Loyalty construct employed in this study has sufficient reliability.

Appendix 5.6 Independent Samples Test (for non-response bias)

		Levene's Test for Equality of Variances		T-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std.Error Difference
MOT1	Equal variances assumed	1.806	0.182	1.038	98	0.302	0.280	0.270
	Equal variances not assumed			1.038	93.586	0.302	0.280	0.270
MOT5	Equal variances assumed	0.565	0.454	1.190	98	0.237	0.360	0.303
	Equal variances not assumed			1.190	94.714	0.237	0.360	0.303
MOT6	Equal variances assumed	0.448	0.505	0.811	98	0.419	0.200	0.247
	Equal variances not assumed			0.811	91.412	0.419	0.200	0.247
IS1	Equal variances assumed	0.066	0.797	-1.240	98	0.218	-0.400	0.323
	Equal variances not assumed			-1.240	97.302	0.218	-0.400	0.323
IS3	Equal variances assumed	0.453	0.503	-0.199	98	0.843	-0.060	0.301
	Equal variances not assumed			-0.199	96.392	0.843	-0.060	0.301
IS6	Equal variances assumed	0.417	0.520	-1.643	98	0.104	-0.460	0.280
	Equal variances not assumed			-1.643	96.844	0.104	-0.460	0.280
IS9	Equal variances assumed	0.291	0.590	-0.063	98	0.950	-0.020	0.317
	Equal variances not assumed			-0.063	96.156	0.950	-0.020	0.317
IS10	Equal variances assumed	0.677	0.413	0.301	98	0.764	0.100	0.333
	Equal variances not assumed			1.376	95.208	0.172	0.340	0.247
INVO2	Equal variances assumed	0.455	0.502	1.111	98	0.269	0.300	0.270
	Equal variances not assumed			1.111	93.858	0.269	0.300	0.270
INVO3	Equal variances assumed	0.162	0.688	1.510	98	0.134	0.380	0.252
	Equal variances not assumed			1.510	95.262	0.134	0.380	0.252

SAT3	Equal variances assumed	0.715	0.400	1.403	98	0.164	0.360	0.257
	Equal variances not assumed			1.403	94.218	0.164	0.360	0.257
SAT4	Equal variances assumed	0.123	0.726	-0.371	98	0.711	-0.100	0.269
	Equal variances not assumed			-0.371	96.69	0.711	-0.100	0.269
BEIN1	Equal variances assumed	1.512	0.222	1.240	98	0.218	0.380	0.306
	Equal variances not assumed			1.240	93.625	0.218	0.380	0.306
BEIN3	Equal variances assumed	0.049	0.825	-0.517	98	0.606	-0.120	0.232
	Equal variances not assumed			-0.517	97.003	0.606	-0.120	0.232
LOYA1	Equal variances assumed	0.145	0.704	0.224	98	0.823	0.060	0.267
	Equal variances not assumed			0.224	95.691	0.823	0.060	0.267
LOYA2	Equal variances assumed	0.078	0.780	0.077	98	0.939	0.020	0.259
	Equal variances not assumed			0.077	97.13	0.939	0.020	0.259

Appendix 5.7 Test of normality and descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
MOT1	1702	1	7	5.22	1.455	-0.739	0.059	0.081	0.119
MOT2	1702	1	7	5.39	1.350	-0.881	0.059	0.509	0.119
MOT3	1702	1	7	4.62	1.573	-0.27	0.059	-0.626	0.119
MOT4	1702	1	7	5.02	1.500	-0.561	0.059	-0.314	0.119
MOT5	1702	1	7	5.16	1.565	-0.715	0.059	-0.198	0.119
MOT6	1702	1	7	5.72	1.305	-1.12	0.059	1.099	0.119
IS0	1702	1	7	4.49	1.098	-0.548	0.059	0.741	0.119
IS1	1702	1	7	4.31	1.579	-0.552	0.059	-0.453	0.119
IS2	1702	1	7	4.47	1.509	-0.554	0.059	-0.276	0.119
IS3	1702	1	7	4.87	1.531	-0.72	0.059	0.097	0.119
IS4	1702	1	7	4.60	1.547	-0.503	0.059	-0.31	0.119
IS5	1702	1	7	4.15	1.554	-0.203	0.059	-0.582	0.119
IS6	1702	1	7	4.15	1.512	-0.285	0.059	-0.457	0.119
IS7	1702	1	7	4.80	1.529	-0.677	0.059	-0.004	0.119
IS8	1702	1	7	5.01	1.511	-0.867	0.059	0.373	0.119
IS9	1702	1	7	5.16	1.541	-0.86	0.059	0.197	0.119
IS10	1702	1	7	5.07	1.573	-0.836	0.059	0.099	0.119
IS11	1702	1	7	5.90	1.309	-1.474	0.059	2.128	0.119
IS12	1702	1	7	5.39	1.434	-0.996	0.059	0.749	0.119
IS13	1702	1	7	5.63	1.041	-0.653	0.059	0.512	0.119
INVO1	1702	1	7	5.43	1.287	-0.869	0.059	0.718	0.119
INVO2	1702	1	7	5.42	1.289	-0.819	0.059	0.437	0.119
INVO3	1702	1	7	5.34	1.279	-0.64	0.059	0.051	0.119
INVO4	1702	1	7	5.31	1.299	-0.547	0.059	-0.088	0.119
INVO5	1702	1	7	4.96	1.384	-0.374	0.059	-0.246	0.119
INVO6	1702	1	7	5.44	1.252	-0.697	0.059	0.2	0.119
INVO7	1702	1	7	5.33	1.317	-0.598	0.059	-0.151	0.119
INVO8	1702	1	7	5.32	1.324	-0.604	0.059	-0.106	0.119
SAT1	1702	1	7	5.03	1.297	-0.554	0.059	0.268	0.119
SAT2	1702	1	7	5.23	1.256	-0.59	0.059	0.144	0.119
SAT3	1702	1	7	5.22	1.283	-0.545	0.059	0.05	0.119
SAT4	1702	1	7	4.90	1.339	-0.338	0.059	-0.105	0.119
SAT5	1702	1	7	4.74	1.424	-0.236	0.059	-0.279	0.119
BEIN1	1702	1	7	5.30	1.343	-0.844	0.059	0.564	0.119
BEIN2	1702	1	7	4.50	1.485	-0.283	0.059	-0.479	0.119

BEIN3	1702	1	7	5.61	1.177	-0.933	0.059	0.769	0.119
BEIN4	1702	1	7	5.20	1.385	-0.658	0.059	0.078	0.119
BEIN5	1702	1	7	4.75	1.501	-0.438	0.059	-0.2	0.119
BEIN6	1702	1	7	5.25	1.330	-0.571	0.059	-0.005	0.119
LOYA1	1702	1	7	5.36	1.273	-0.898	0.059	0.931	0.119
LOYA2	1702	1	7	5.34	1.213	-0.64	0.059	0.299	0.119
LOYA3	1702	1	7	5.23	1.345	-0.589	0.059	0.034	0.119

Appendix 6.1 Indication of the destinations that has food appeal

City	Frequency	City	Frequency	City	Frequency
Taipei	28	Pingyao	2	Jilong	1
Hong Kong	24	Yanji	2	Daqing	1
Suzhou	20	Zhangjia jie	2	Yichang	1
Sanya	15	Luzhou	2	Xuancheng	1
Dalian	12	Wenzhou	2	Changshan	1
Lijiang	9	Qinhuang dao	2	Changshu	1
Jinan	9	Mianyang	2	Ku'er le	1
Zhuhai	9	Xishuangbanna	2	Dezhou	1
Ningbo	8	Yuncheng	2	Chengde	1
Wuxi	8	Fuyang	2	Panzhi hua	1
Shaxian	8	Shangri-la	2	Rizhao	1
Shenzhen	8	Huangshi	2	Pu'er	1
Luoyang	7	Zhongshan	2	Zhuzhou	1
Macao	7	Wuzhen	2	Ge'er mu	1
Zhanjiang	6	Yichun	2	Shanwei	1
Zigong	6	Foshan	2	Hengshui	1
Dongguan	4	Nanning	2	Jining	1
Dali	4	Taizhou	2	Huainan	1
Mount Emei	4	Baoji	2	Huaian	1
Yangzhou	4	Yueyang	2	Wenling	1
Chaozhou	4	Changzhou	2	Xiangtan	1
Fuzhou	4	Yangjiang	1	Yantai	1
Zunyi	4	A'li	1	Putian	1
Shunde	4	Jingjiang	1	Xitang	1
Kaifeng	3	Huanggang	1	Chifeng	1
Datong	3	Huangshan	1	Chenzhou	1
Weihai	3	Dandong	1	Ordos	1
Yibin	3	Yiwu	1	Tongren	1
Nanchong	3	Xinyang	1		
Xuzhou	3	Baotou	1		
Shantou	3	Xianyang	1		
Hengyang	3	Hami	1		
Lianyun gang	3	Jiaxing	1		

Appendix 6.2 Descriptive analysis in pre-visit stage---Food-related motivation

Food-related motivation (MOT)	SD (%)	DI (%)	SI (%)	NE (%)	WA (%)	AE (%)	SA (%)	Mean
MOT1=Food plays an important role in my destination choice.	30 (1.8)	65 (3.8)	103 (6.1)	298 (17.5)	367 (21.6)	482 (28.3)	357 (21.0)	5.22
MOT2=Prior to my trip, I planned food choices to experience local culture.	21 (1.2)	43 (2.5)	89 (5.2)	250 (14.7)	363 (21.3)	572 (33.6)	364 (21.4)	5.39
MOT3=I decided on destinations to visit only based on the foods I wanted to experience.	52 (3.1)	123 (7.2)	220 (12.9)	411 (24.1)	342 (20.1)	330 (19.4)	224 (13.2)	4.62
MOT4=I usually do some research about the local food or restaurants prior to my trip.	32 (1.9)	83 (4.9)	144 (8.5)	344 (20.2)	348 (20.4)	451 (26.5)	300 (17.6)	5.02
MOT5=Prior to my trip, one of the things I anticipate is eating the food there.	40 (2.4)	88 (5.2)	125 (7.3)	284 (16.7)	324 (19.0)	457 (26.9)	384 (22.6)	5.16
MOT6=I like trying different styles or types of food during travel.	15 (.9)	37 (2.2)	42 (2.5)	204 (12.0)	300 (17.6)	532 (31.3)	572 (33.6)	5.72

Note: the answer was based on a 7-point Likert scale (1=strongly disagree, 7=strongly agree)
SD- Strongly disagree, DI-Disagree, SI- Somewhat disagree, NE-Neutral, WA- Somewhat agree
AE-Agree, and SA- Strongly agree

Appendix 6.3 Descriptive analysis in pre-visit stage---Information search

Information source(IS)	SD (%)	DI (%)	SI (%)	NE (%)	WA (%)	AE (%)	SA (%)	Mean
Newspaper/ magazines ads	134 (7.9)	119 (7.0)	225 (13.2)	300 (17.6)	522 (30.7)	327 (19.2)	75 (4.4)	4.31
Brochures	90 (5.3)	110 (6.5)	217 (12.7)	327 (19.2)	509 (29.9)	355 (20.9)	94 (5.5)	4.47
TV/Radio AD	78 (4.6)	62 (3.6)	155 (9.1)	287 (16.9)	474 (27.8)	426 (25.0)	220 (12.9)	4.87
Internet advertising	84 (4.9)	88 (5.2)	207 (12.2)	368 (21.6)	406 (23.9)	395 (23.2)	154 (9.0)	4.60
Travel agency ads	109 (6.4)	150 (8.8)	297 (17.5)	414 (24.3)	378 (22.2)	259 (15.2)	95 (5.6)	4.15
Outdoor media ads	111 (6.5)	135 (7.9)	287 (16.9)	416 (24.4)	435 (25.6)	239(14.0)	79 (4.6)	4.15
Newspaper/ Magazines news	77 (4.5)	73 (4.3)	157 (9.2)	317 (18.6)	451 (26.5)	433 (25.4)	194 (11.4)	4.80
Television/ Radio news	69 (4.1)	68 (4.0)	107 (6.3)	266 (15.6)	453 (26.6)	494 (29.0)	245 (14.4)	5.01
Websites news	54 (3.2)	73 (4.3)	115 (6.8)	241 (14.2)	376 (22.1)	504 (29.6)	339 (19.9)	5.16
Social media information	64 (3.8)	85 (5.0)	116 (6.8)	244 (14.3)	389 (22.9)	498 (29.3)	306 (18.0)	5.07
Friends or families recommendation	21 (1.2)	30 (1.8)	50 (2.9)	129 (7.6)	245 (14.4)	511 (30.0)	716 (42.1)	5.90
Other Tourists' Recommendation	40 (2.4)	45 (2.6)	76 (4.5)	243 (14.3)	357 (21.0)	534 (31.4)	407 (23.9)	5.39
Past experience/ general knowledge	3 (0.2)	10 (0.6)	22 (1.3)	208 (12.2)	446 (26.2)	652 (38.3)	361 (21.2)	5.63

Note: the answer was based on a 7-point Likert scale (1=not important at all, 7=extremely important) NI- Not important at all, LI-Low importance, SL-Slightly important, NE-Neutral, ML-Moderately important, VL-Very important, and EL- Extremely important

Appendix 6.4 Differences in attitudes on the information sources between different age groups

		Sum of Squares	df	Mean Square	F	Post-Hoc
Friends/Family Recommendation	Between Groups	20.769	4	5.192	3.043**	N/A
	Within Groups	2895.812	1697	1.706		
	Total	2916.580	1701			
Past experience /general knowledge	Between Groups	18.301	4	4.575	4.251**	56-65>18-25;
	Within Groups	1826.387	1697	1.076		56-65>36-45;
	Total	1844.689	1701			56-65>46-55
Other Tourists' Recommendation	Between Groups	22.805	4	5.701	2.783**	N/A
	Within Groups	3476.810	1697	2.049		
	Total	3499.615	1701			
Website news	Between Groups	79.149	4	19.787	8.484***	18-25>46-55;
	Within Groups	3958.094	1697	2.332		26-35>46-55
	Total	4037.243	1701			
Social media Information	Between Groups	154.556	4	38.639	16.168***	18-25>36-45 18-25>46-55;
	Within Groups	4055.555	1697	2.390		26-35>36- 45;
	Total	4210.111	1701			26-35>46-55;
Television/ Radio news	Between Groups	30.085	4	7.521	3.225**	N/A
	Within Groups	3958.104	1697	2.332		
	Total	3988.189	1701			
Television/ Radio news	Between Groups	13.330	4	3.333	1.461n.s	N/A
	Within Groups	3870.331	1697	2.281		
	Total	3883.662	1701			
Newspaper/ Magazine News	Between Groups	16.458	4	4.114	1.763n.s	N/A
	Within Groups	3959.816	1697	2.333		
	Total	3976.273	1701			
Internet advertising	Between Groups	46.068	4	11.517	4.854***	18-25>36-45;
	Within Groups	4026.050	1697	2.372		26-35>36-45
	Total	4072.118	1701			
Brochure	Between Groups	14.139	4	3.535	1.555n.s	N/A
	Within Groups	3857.452	1697	2.273		
	Total	3871.591	1701			
Newspaper/ Magazine AD	Between Groups	10.907	4	2.727	1.093n.s	N/A
	Within Groups	4232.294	1697	2.494		
	Total	4243.201	1701			

Outdoor media ads	Between Groups	19.195	4	4.799	2.105n.s	N/A
	Within Groups	3869.087	1697	2.280		
	Total	3888.282	1701			
Travel agency ads	Between Groups	26.217	4	6.554	2.725***	N/A
	Within Groups	4081.977	1697	2.405		
	Total	4108.193	1701			
**p< 0.05, *** p<0.01.						

Appendix 6.5 Differences in attitudes on the top five information sources between different educational groups

		Sum of Squares	df	Mean Square	F	Post-Hoc
Friends/Family Recommendation	Between Groups	13.119	3	4.373	2.557n.s.	N/A
	Within Groups	2903.462	1698	1.710		
	Total	2916.580	1701			
Past Experience	Between Groups	3.691	3	1.230	1.135n.s	N/A
	Within Groups	1840.998	1698	1.084		
	Total	1844.689	1701			
Other Tourists' Recommendation	Between Groups	14.659	3	4.886	2.381n.s.	N/A
	Within Groups	3484.956	1698	2.052		
	Total	3499.615	1701			
Website News	Between Groups	106.855	3	35.618	15.388***	College/university > Junior school
	Within Groups	3930.388	1698	2.315		College/university > High school
	Total	4037.243	1701			Graduate school > Junior school Graduate school > High school
Social Media Information	Between Groups	125.660	3	41.887	17.413***	College/university > Junior school
	Within Groups	4084.452	1698	2.405		College/university > Senior school
	Total	4210.111	1701			Graduate school > Junior school Graduate school > Senior school
TV/Radio News	Between Groups	44.385	3	14.795	6.543***	College/university > Junior school
	Within Groups	3839.277	1698	2.261		College/university > Senior school
	Total	3883.662	1701			Graduate school > Junior school

TV/Radio AD	Between Groups	27.740	3	9.247	3.964***	N/A
	Within Groups	3960.449	1698	2.332		
	Total	3988.189	1701			
Newspaper/Magazine News	Between Groups	58.507	3	19.502	8.452***	College/university > Junior school College/university > Senior school
	Within Groups	3917.766	1698	2.307		
	Total	3976.273	1701			
Internet AD	Between Groups	49.392	3	16.464	6.949***	College/university > Senior school Graduate school > Senior school
	Within Groups	4022.726	1698	2.369		
	Total	4072.118	1701			
Tourist Brochure	Between Groups	10.579	3	3.526	1.551n.s	N/A
	Within Groups	3861.012	1698	2.274		
	Total	3871.591	1701			
Newspaper/Magazine AD	Between Groups	34.340	3	11.447	4.618***	College/university > Senior school Graduate school > Senior school
	Within Groups	4208.861	1698	2.479		
	Total	4243.201	1701			
Outdoor AD	Between Groups	50.856	3	16.952	4.501***	N/A
	Within Groups	3837.426	1698	2.260		
	Total	3888.282	1701			
Travel Agency AD	Between Groups	30.252	3	10.084	4.199***	N/A
	Within Groups	4077.941	1698	2.402		
	Total	4108.193	1701	14.795		
**p< 0.05, *** p<0.01, n.s. p>0.05						

Appendix 6.6 Descriptive analysis in the post- travel stage---food satisfaction

Food Satisfaction	SD (%)	DI (%)	SI (%)	NE (%)	WA (%)	AE (%)	SA (%)	Mean
SAT1=Overall, I'm satisfied with the local food.	26 (1.5)	41 (2.4)	81 (4.8)	453 (26.6)	403 (23.7)	497 (29.2)	201 (11.8)	5.03
SAT2=My choice to taste the local cuisine was a wise one.	13 (.8)	35 (2.1)	70 (4.1)	387 (22.7)	378 (22.2)	565 (33.2)	254 (14.9)	5.23
SAT3=The food experience gave me a sense of joy.	15 (.9)	32 (1.9)	79 (4.6)	391 (23.0)	384 (22.6)	518 (30.4)	283 (16.6)	5.22
SAT4=The food experienced met my expectations.	27 (1.6)	40 2.4)	131 (7.7)	503 (29.6)	384 (22.6)	407 (23.9)	210 (12.3)	4.90
SAT5=The food experienced exceeded my expectation.	38 (2.2)	61 (3.6)	159 (9.3)	561 (33.0)	321 (18.9)	347 (20.4)	215 (12.6)	4.74

Note: the answer was based on a 7-point Likert scale (1=strongly disagree, 7=strongly agree)
SD- Strongly disagree, DI-Disagree, SI- Somewhat disagree, NE-Neutral, WA- Somewhat agree
AE-Agree, and SA- Strongly agree

Appendix 6.7 Descriptive analysis in the post-travel stage---food-related behavioural intentions

Food-related behavioural intentions	SD (%)	DI (%)	SI (%)	NE (%)	WA (%)	AE (%)	SA (%)	Mean
BEIN=I will buy local food products as souvenirs when I finish my travel.	26 (1.5)	41 (2.4)	85 (5.0)	281 (16.5)	393 (23.1)	562 (33.0)	314 (18.4)	5.30
BEIN2=When I go back, I will try to buy the local food souvenirs online.	54 (3.2)	113 (6.6)	240 (14.1)	444(26.1)	360 (21.2)	356 (20.9)	135 (7.9)	4.50
BEIN3=I will share my food tourism experience with my friends/families	5 (5.3)	25 (1.5)	63 (3.7)	193 (11.3)	356 (20.9)	667 (39.2)	393 (23.1)	5.61
BEIN4=I will share my food tourism experience on the internet (Weibo, forum, blog)	24 (1.4)	53 (3.1)	87 (5.1)	369 (21.7)	348 (20.4)	551 (30.0)	310 (18.2)	5.20
BEIN5=I would like to try to cook the nice food I had during my travel when go back home.	64 (3.8)	57 (3.3)	176 (10.3	457 (26.9)	349 (20.5)	385 (22.6)	214 (12.6)	4.75
BEIN6= I would like to know more about the food knowledge and culture.	18 (1.1)	33 (1.9)	85 (5.0)	384 (22.6)	358 (21.0)	497 (29.2)	327 (19.2)	5.25

Note: the answer was based on a 7-point Likert scale (1=strongly disagree, 7=strongly agree)
SD- Strongly disagree, DI-Disagree, SI- Somewhat disagree, NE-Neutral, WA- Somewhat agree
AE-Agree, and SA- Strongly agree

Appendix 7.1 Test of mediation through bootstrapping

	Mediator variable	First Question		Second Question		Third Question (VAF%)	Mediation
		Direct effect (t value)	Significance (p value)	Indirect effect (t value)	Significance (p value)		
MOT -> INVO	IS	0.573 (33.852)	*** (0.000)	0.054 (6.116)	*** (0.000)	8.6%	No Mediation
MOT -> SAT	IS	0.065 (2.639)	NS				
MOT -> SAT	INVO	0.065 (11.041)	*** (0.000)	0.250 (3.359)	*** (0.000)	80%	Full Mediation
MOT -> BEIN	IS	0.275 (11.305)	*** (0.000)	0.051 (5.734)	*** (0.000)	15.6%	No Mediation
MOT -> BEIN	INVO	0.275 (15.715)	*** (0.000)	0.124 (6.668)	*** (0.000)	31.1%	Partial Mediation
MOT -> BEIN	SAT	0.275 (10.596)	*** (0.000)	0.017 (2.166)	** (0.030)	5.8%	No Mediation
MOT -> LOYA	IS	-0.039 (1.392)	NS				
MOT -> LOYA	INVO	-0.039 (0.215)	NS				
MOT -> LOYA	SAT	-0.039 (1.086)	NS				
MOT -> LOYA	BEIN	-0.039 (0.443)	NS				
IS -> SAT	INVO	0.103 (6.789)	*** (0.000)	0.070 (6.425)	*** (0.000)	40%	Partial Mediation
IS -> BEIN	INVO	0.151 (7.661)	*** (0.000)	0.035 (4.969)	*** (0.000)	19%	No Mediation
IS -> BEIN	SAT	0.151 (7.472)	*** (0.000)	0.024 (3.776)	*** (0.000)	14%	No Mediation
IS -> LOYA	INVO	0.070 (3.618)	NS				
IS -> LOYA	SAT	0.070 (3.793)	NS				
IS -> LOYA	BEIN	0.070 (4.187)	NS				
INVO-> BEIN	SAT	0.217 (10.564)	*** (0.000)	0.102 (7.682)	*** (0.000)	32%	Partial Mediation

INVO-> LOYA	SAT	0.051 (7.699)	*** (0.000)	0.243 (0.966)	NS		
INVO-> LOYA	BEIN	0.051 2.777	NS				
SAT-> LOYA	BEIN	0.556 (22.9779)	*** (0.000)	0.030 (3.590)	*** (0.000)	5%	No Mediation